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Tami Traylor working on new logo design.

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PM LIS Gets a New Look!

At the close of last year, the PM LIS tasked CorpComm, an award-winning communications firm in Fredericksburg, Va., to conduct a survey to determine the value of the current PM brand. Their results concluded the PM LIS brand had lost much of its meaning and needed to be updated. An updated brand identity - especially one that utilized some "shared" elements from the existing logo - would reflect the changes the PM LIS has undergone and yet maintain the equity built into the PM LIS brand throughout the years.

The actual task of designing and implementing the brand went to the in-house Creative Group belonging to PIOD. The specific criteria the designers considered in their research and development phase included that the logo be bold, memorable, appropriate and immediately recognizable. Its primary goals were to communicate the organization's persona while providing a clear and consistent image of the PM LIS. To fit with the wide range of applications of use the PM LIS logo also had to be designed to work well across media and scale as well as in both color and black and white.

The Concept Behind the Design:

The final logo design incorporates a combination of both graphic and typographic elements in a two color layout. Intertwined bands make up the graphic side of the piece. The thought behind the bands is that although the bands are separate entities, when they unite, they create a whole. This is based on the theme of many parts that are woven together give strength to an organization. This image is intended to imply a feeling of unity, interoperability, solidarity.

The theme of the new logo is based on the multifaceted nature of the Project Manager Logistics Information Systems. Emphasis is placed on how the PM LIS is the "glue" that holds the many systems under it together - integrating them in order to strengthen their effectiveness as well as add strength and value to the entire Army.

The design embodies a modern ideal - PM LIS isn't locked in the past. We're in the "here and now" and going above and beyond to provide the soldier with solid logistics solutions.

Where and When Will it be Seen?

As you can probably imagine, there's an abundance of items on which the new logo has to be placed. The task is no small one. Taking that into consideration, the PIOD, based on guidance from the PM, made the choice to gradually implement the new logo into the system of collateral that belongs to the PM Shop.

Some of the first orders of business are the flysheets and business cards, the website and AKO. Many of you may have already spotted

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the logo around the PM shop in some other documents, like certificates and awards.

Rest assured, the new and approved PM LIS Logo will be implemented fully by the fall of the year. Also, in order to assure that users of the logo follow standards, a section of our website will be devoted to an online brand standards outline book where users can download the book as well as approved formats of the logo itself. It will be available in two configurations (horizontal and vertical - depending on the application) Other standards and samples will be added to the online PDF as needed. Look for that to be online by summer's end.

written by Tamara Traylor

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